campaign, advertising in the Print Media, participation in fairs and exhibitions, organising seminars, workshops and road shows, printing and distributing borchures and collaterals, brochure support/joint advertising with travel agents/tour operators, market research and collection of market intelligence data and public relations.

Spreading of serene beaches in Orissa to attract foreigners

681. SHRI RUDRA NARAYAN PANY:
SHRI B.J. PANDA:
MS. PRAMILA BOHIDAR:

Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that foreign tourism has started picking up in Orissa (especially from UK and France) and the State Government proposes to spread serene beaches to attract foreigners;

(b) whether the State Government proposes to print their brochure in foreign languages to woo foreign tourists; and

(c) if so, what is the action plan of the Centre to help this backward State in the successful execution of the above project?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) Yes, Sir.

(b) and (c) The Ministry of Tourism has produced brochures, folders, posters on major tourist attractions of the country including tourist spots/ circuits of Orissa. Ministry of Tourism has already sanctioned Rs. 47.24 crore for development of tourism infrastructure in the State during the last five years. It assists the State Government in holding tourism fairs and festivals. It also helps in organizing fam tours of foreign tour operators and journalists for better marketing of the State tourism products.

Promotion of tourism in Rajasthan

†682. SHRI SANTOSH BAGRODIA:
DR. PRABHA THAKUR:

Will the Minister of TOURISM be pleased to state:

(a) the details of the various projects pending for sanction with the Central Government for the development and promotion of tourism in Rajasthan;

†Original notice of the question was received in Hindi.

(b) the steps taken so far by Government to sanction these proposals; and

(c) by when the work of various tourism projects in the State would be completed alongwith the details thereof?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI) : (a) and (b) Development and promotion of tourism is undertaken primarily by the State Governments/UT Administrations. The Ministry of Tourism, Government of India, extends financial assistance to the State Governments/UT Administrations for tourism related projects which are identified in consultation and interaction with them under schemes for Integrated Development of Tourist Circuits, Product/Infrastructure Development of Destinations and Assistance to Large Revenue Generating Projects.

Following projects have been prioritized for the State of Rajasthan in the year 2006-07:

Destination

1. Ajmer Sharif
2. Jaisalmer

Circuits

1. Eco-tourism circuit
2. Floodlighting of Monuments

Events/Festivals

1. Heritage Festival - 10 lakh
2. Rajasthan Day Celebration - 10 lakh
3. Pushkar Fair - 5 lakh
4. Desert Festival - 5 lakh

Project proposals received from the State Governments/Union Territories that are complete in all respects are approved on the basis of *inter-se* priority and funds released subject to availability under respective head. However, an amount of Rs. 653.39 lakh has been sanctioned for the projects in the year 2006-07 for Rajasthan.

(c) Implementation of projects is the responsibility of the State Government. Ministry of Tourism, Government of India monitors the progress of the projects from time to time. The balance fund for a project is released

only on receipt of completion/utilization certificate in respect of the installment released earlier for it.

Incredible India Campaign

683. SHRIMATI SYEDA ANWARA TAIMUR:
SHRI VIJAY J. DARDA:

Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that the high-profile campaign Incredible India launched by Government do not contain any information about World Heritage Sites like Ajanta and Ellora Cave, Taj-Mahal look-like Bibi-Ka-Maqbara and recently discovered 50,000 year old meteorite impact Lonar Crater;

(b) if so, the details thereof and whether Government propose to include a convincing mention about these Monuments in Incredible India future campaigns; and

(c) whether suitable illustrated and attractive display of these monuments will be made in dedicated booklets, pamphlets, etc. to be distributed through Tourist Offices, functioning abroad and in India?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI) : (a) to (c) The Ministry of Tourism, Government of India through its Incredible India campaigns continuously projects various world heritage sites in India including Ajanta and Ellora Caves. In addition, publicity material containing information on Aurangabad, Ajanta-Ellora, Bibi-Ka-Maqbara and Lonar Crater have also been produced for distribution to tourists through our offices in India and abroad.

Funds for Toursit Circuits

684. PROF. ALKA BALRAM KSHATRIYA:
SHRIMATI SHOBHANA BHARTIA:

Will the Minister of TOURISM be pleased to state:

(a) whether the Cabinet Committee on Economic Affairs (CCEA) approved merger of the Integrated Development of Tourist Circuits Scheme and the Product/Infrastructure and Destination Development Scheme;